

IS THE CFRE RIGHT FOR YOU?

Susan Suarez
Suarez & Associates

What does CFRE mean?

- ☐ Meet a series of standards:
 - Tenure in the profession
 - Education
 - Fundraising achievement
 - Commitment to service to NPOs
- ☐ Uphold Accountability Standards
- ☐ Pass written examination

Who is CFRE?

- ☐ Certified Fund Raising Executive
- ☐ CFRE International certifies candidates

Why?

- ☐ Increases Credibility
- ☐ Improves Career Opportunities
- ☐ Prepares for Greater Responsibility
- ☐ Develops Skills & Knowledge
- ☐ Yields Greater Earning Potential
- ☐ Demonstrates Commitment
- ☐ Enhances Professional Image
- ☐ Reflects Achievement
- ☐ Enriches Self Esteem
- ☐ Fosters Peer Recognition

The Test

- ☐ Tests on 6 domains:
- ☐ 225 questions, 4 hours max.
- ☐ Highest score possible is 800, lowest is 200. Passing is 500.
- ☐ Receive score about 4 weeks later.

6 Domains

- ☐ Current/Prospective Donor Research
- ☐ Securing the Gift
- ☐ Relationship Building
- ☐ Volunteer Involvement
- ☐ Management
- ☐ Accountability

The Process

- ☐ 60 days before test: Send completed application
- ☐ 30 days before test: You are notified if you are eligible to sit for the test.
- ☐ Re-certify every 3 years

Application and Eligibility

- ☐ Education - 80 points
 - One point for each hour of attendance at educational programs. Teaching is worth more points. Independent self-study does not qualify.
- ☐ Professional Practice - 60 points
 - One point for each month of FT employment over the last 8 years.
- ☐ Performance - 55 points
 - One point for each \$25,000 raised.
 - Five points for each communications activity related to fund development.
 - Five points for other projects which impacted your fund development activity.
- ☐ Service - 55 points
 - Scale of points awarded depending on the level of service during last 5 years.
- ☐ \$350 Fee
- ☐ DUE 60 DAYS PRIOR TO EXAM DATE

Getting Ready

- ☐ www.cfre.org
- ☐ Test outline
- ☐ Test wizard (sample test questions)
- ☐ Prep courses
- ☐ Self study/ reading list

- ☐ Test is given 4 times per year
- ☐ Ft. Myers location

Sample Questions

When notifying a family that the charity has received a donation in the name of a deceased family member, which item should *not* appear in the communication?

- A. Date gift was received
- B. Gift restriction
- C. Name of donor
- D. Amount of gift

Which one of the following questions expresses a *key* element in winning corporate grants?

- A. What can the corporation do for us?
- B. Will our proposal have appeal to the consumers of the company's products?
- C. What can we do for the corporation?
- D. Will our proposal have appeal to the company's stockholders?

The case for support is *most* persuasive when it:

- A. gives detailed information on the ways to give
- B. describes all the programs that need money
- C. includes thorough background information on the organization
- D. attempts to satisfy donor needs rather than organizational needs.

Campaign volunteers will perform *best* if they:

- A. attend regularly scheduled reporting meetings
- B. are left alone to pursue assigned tasks
- C. are given a job description which they understand and accept
- D. all attend a kickoff meeting designed to generate enthusiasm

The AFP CFRE Review Course

The *AFP CFRE Review Course* offers development professionals an opportunity to review the main components of a complete fundraising program. It is a two-day, intensive program that focuses on the terminology, organization, and structure of a development operation. Topics include:

- Why Philanthropy? An Overview of Fundraising & Its Concepts
- Current & Prospective Donor Research
- Marketing and Communications for Fundraising & Development
- Developing a Comprehensive Solicitation Program
- Building and Sustaining Relationships
- Securing the Gift
- Volunteer Involvement
- Management
- Accountability

Course hours:

Day 1: 8:30 a.m. – 5:00 p.m.
Day 2: 8:30 a.m. – 4:45 p.m.

CFRE Professional Certification Program

The Certified Fund Raising Executive (CFRE) professional certification program, is governed and administered by CFRE Professional Certification Board, an independent international organization working with thirteen participating organizations, including Association of Christian Development Professionals, Association of Fundraising Consultants-U.K., Association of Fundraising Professionals, Association of Healthcare Philanthropy, Association of Lutheran Development Executives, Canadian Association of Gift Planners * Association canadienne des professionnels en dons planifiés, Council for Resource Development, fundraising Institute Australia, Fundraising Institute of New Zealand, International Catholic Stewardship Council, National Catholic Development Conference, North American YMCA Development Organization and Philanthropic Service for Institutions. The CFRE program offers fundraising

professionals with five years or more experience an opportunity to earn recognition for their experience and professionalism.

The designation "Certified Fund Raising Executive" (CFRE) is a mark of distinction, providing heightened professional recognition and greater career options and earning potential for fundraising executives.

Candidates must complete a separate application for certification and submit all fees 60 days prior to the exam. No applications will be accepted less than 60 days prior to the exam.

If you are interested in taking the certification exam, please contact CFRE International to request a certification packet. Phone 703/820-5555; fax: 703/820-1117; email: mhird@cfre.org or download from the website at www.cfre.org.

Course Location and Cost Information

Friday, October 30, 2009
Saturday, October 31, 2009

Hodges University
2655 Northbrooke Drive
Naples, FL 34119

\$390 for AFP members
\$490 for non members

Lunch included

For more information on AFP's educational programs, contact the Professional Advancement Division, AFP, 4300 Wilson Blvd., Suite 300, Arlington, VA 22203. Phone: 800/666-FUND ext. 494; Fax: 703/684-0540; E-mail: proadv@afpnet.org.

Course Registration Form

Location and Date: _____

Name: _____

Membership I.D. #: _____

Title: _____

Organization: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

Payment for the AFP AFP CFRE Review Course must accompany this form. Please make checks payable to AFP Everglades Chapter.

Please send payment to:

Stephanie Foster
Director of Development
Neighborhood Health Clinic
120 Goodlette Road North
Naples, FL 34102

Registration Deadline: Oct. 15, 2009